



Alberta
International
Offices
2010-11
Business
Report

Government
of Alberta ■

Alberta ■
Canada ■



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|| Minister's Message

In today's changing global economy, one thing that's certain is this: Alberta's economic prosperity will be determined by our ability to anticipate and adapt to evolving economic forces.

Alberta's international offices have long played an important role in keeping our fingers on the pulse of the world. The offices are crucial in ensuring Alberta maintains a formidable presence in the international marketplace; strengthening our ties with current partners and establishing a profile in new and emerging markets.

More than ever, Alberta must have its resources in the right markets. The global economic order is changing, and we must adjust our scope and pursue opportunities in the growing markets of the world, like Asia.

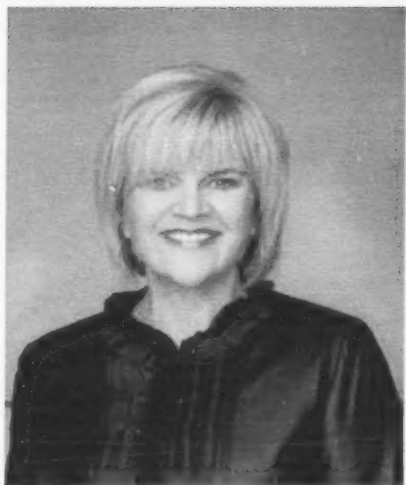
Alberta's newest international office in Shanghai joined the network in May 2010. The Western Canadian Trade & Investment Office was opened by Premier Stelmach along with the premiers of B.C. and Saskatchewan during a joint mission to China and Japan. The mission was part of the New West Partnership Trade Agreement, which sees all three western provinces working together to gain better access to international markets.

Going forward, we're taking a deliberate approach as we advance our priorities internationally and assist Alberta in doing business around the world. During the past year, our international offices continued to support the government and Alberta's businesses by forging international connections, providing timely and relevant market intelligence and information, and advocating on behalf of the province around the world.

We continue to review our network of international offices to ensure we are best serving the needs and addressing the international interests of Albertans. The excellent staff who operate these offices continue to do tremendous work, and many of their accomplishments are highlighted in this report. If your business is looking abroad or seeking more information on foreign markets, I encourage you to contact one of our offices today.

Sincerely,

Iris Evans



Iris Evans, Minister of International and Intergovernmental Relations

|| About Us

Alberta's 10 international offices play a critical role in promoting Alberta's interests globally. The offices are located in Beijing, Hong Kong, London, Mexico City, Munich, Seoul, Shanghai, Taipei City, Tokyo and Washington, D.C. With the exception of Washington, each office is responsible for trade promotion, investment attraction, advancing advocacy, and other Government of Alberta interests, including immigration, education and culture. The Washington office is primarily focused on advancing Alberta's advocacy interests by disseminating information on Alberta's energy and environmental standards and practices. The Washington office also has responsibility for providing insights into U.S. government actions that would impact Alberta policies or Alberta's economy.

The international offices report to the Minister of International and Intergovernmental Relations, and develop annual work plans to deliver valuable programs and services focused on the opportunities and priorities within their target markets.

Trade and Investment

Promoting Alberta's international business interests is a key priority for the Alberta international office network. They help Alberta businesses compete in the global marketplace by providing introductions to key business contacts and offering valuable market information and intelligence.

The offices are also involved in marketing Alberta's robust business climate to potential investors. The offices identify and qualify new and expanded investment leads and present business opportunities for their consideration. Through conferences, networking sessions and well-established business relationships, the offices are attracting foreign direct investment and profiling Alberta's strong economic standing.

International Relations

Alberta's international offices are active in strengthening ties with other governments around the world. The offices are involved in coordinating international missions for the Premier, Cabinet Ministers and government MLAs to tell Alberta's story abroad and strengthen intergovernmental relations.

In partnership with Canadian embassies, the offices also provide timely information and analysis to Alberta decision makers on international, political and economic developments. They also assist in establishing partnerships for Alberta organizations and their international peers.

Advocacy

The offices are key delivery points for Alberta's clean energy story and are actively engaged in the dissemination of information on Alberta's world-leading environmental standards and practices to a global audience.



|| Meeting Our Goals

Increasingly, Alberta's economy is becoming more reliant on the global marketplace and the opportunities it provides. Alberta's international offices help the Government of Alberta meet its goals abroad and provide Albertans the opportunity to explore global markets. The success of the international offices is determined by their ability to promote and connect Alberta to the world, and bring the world to Alberta.

The international offices are measured against a diverse set of targets to ensure that resources and efforts are focused on the most relevant and cost effective activities. Performance measures include website usage, facilitation of business introductions, providing relevant market information, promoting Alberta and assisting Alberta companies at trade shows and exhibitions, and coordinating incoming and outgoing government and business missions.

The Ministry's annual report provides an overview of how the international offices contribute to the overall priorities and goals of International and Intergovernmental Relations. You can find the International and Intergovernmental Relations 2010-11 Annual Report at: www.international.alberta.ca

Performance Measures

Performance Measure ²	2009-10 Actual ¹	2010-11 Target	2010-11 Actual ^{1,3}	2010-11 Achieved
1. Number of Visits to International Offices Websites	240,766	237,000	210,211	89%
2. Local Market and Industry Intelligence Reports Generated	144	126	121	96%
3. Number of Meetings and Events Attended	2,814	2,330	2,619	112%
4. Number of Missions/Delegations to Alberta	138	118	131	111%
5. Number of Companies/Investors Participating in Missions/Delegations to Alberta	245	251	345	137%
6. Number of Missions/Delegations to the Market	378	262	363	139%
7. Number of Alberta Companies Participating in Missions to the Market	648	514	718	140%
8. Number of Business Introductions	1,232	905	1,086	120%
9. Number of Seminars, Trade Shows and Events Sponsored/Hosted	183	132	175	133%
10. Number of Negotiations and Follow-up Meetings/Calls Generated (Investment and Trade)	226	215	243	113%

¹ Given its focus on advancing Alberta's policy interests in Washington, D.C., the Alberta Washington Office is not included under these performance measures, which focus on trade promotion and investment attraction activities.

² Methodology for performance measures data collection:

Data for number of hits to an international office website is gathered from WebTrends Analytics reports. All other performance measures are tracked based on the activities of staff members and reported to head office on a monthly basis. There are no data limitations.

³ Lower trending performance measures, year over year, can be attributed to the economic downturn in the international marketplace.

Performance Measures Definitions 2010-11

Performance Measure	Explanation
1. Number of visits to international office website	Measures the hits to the website from users.
2. Local market and industry intelligence reports generated	These include the international office contributions to articles in government, or other publications, and market intelligence reports posted on their websites.
3. Number of meetings and events attended	Events (seminars, trade shows, exhibitions) that office staff attended and meetings, or telephone/video conferences, in which the office staff participated to help develop knowledge of Alberta and local businesses. This measure includes sessions with federal and international government ministries.
4. Number of missions/delegations to Alberta	Includes any international business(es) that visited Alberta, with the support of the international office, to explore trade or investment opportunities.
5. Number of companies/investors participating in missions/delegations to Alberta	The number of international companies/potential investors involved in delegations to Alberta.
6. Number of missions/delegations to the market	Refers to any organized group of Alberta business(es) that were supported by the international office in visiting an international market in search of trade or investment opportunities. This includes active exporters and export-ready businesses and both government led and private sector delegations.
7. Number of Alberta companies participating in missions to the market	The number of Alberta companies/potential investors involved in delegations to the market.
8. Number of business introductions	Refers to new business introductions between at least two companies in which there is potential of a future or continuing business relationship. These introductions include at least one Alberta company/partnering ministry and one local company/investor/government agency. Business introductions involve matchmakings between Alberta companies and international investors/companies.
9. Number of seminars, trade shows and events sponsored/hosted	This includes all seminars, trade shows and events organized, sponsored or hosted by the international office.
10. Number of negotiations and follow-up meetings/calls generated (investment and trade)	Refers to the follow-up business meeting/call with a potential investor, or potential trade partner, after an initial introduction by the international office. This follow-up is aimed at advancing a client's interest in Alberta and discussing ways the office can assist them with expanding their business network and finding new business partners.

|| Results Analysis

Variance: Actual vs. Target 2010-11:

- Increased activity in the form of missions/delegations to/from the market is due in part to external influences such as socio-political stability in international markets, the strength of Alberta's economy and trade shows and exhibitions organized by external associations.
- Increased business activity in China is partly due to Expo 2010 attracting more interest in the China market. This resulted in an increased number of companies participating in missions to and from China for all international offices located in China.
- Due to global economic conditions, performance targets were set conservatively for 2010-11. Performance measures will be re-evaluated on a yearly basis, based on current economic conditions.
- In 2010-11 the Dedicated Revenue Initiative program was implemented to enable the international offices to increase their participation and business activities within certain programs and initiatives.

Variance: 2010-11 Actual vs. 2009-10 Actual:

- Increase in the number of companies/investors participating in missions/delegations to Alberta was due to general macro-economic factors in Alberta and in international markets.

|| 2010-11 Highlights



|| Alberta China Office (ACO)

China is Alberta's second largest trading partner with total exports reaching \$2.75 billion in 2010. Since 2003, Alberta's trade with China has nearly tripled. Alberta's top exports to China include agricultural products such as canola, organic products and petroleum products. In addition, China is Canada's seventh largest source of foreign direct investment (FDI), with over \$14 billion in FDI in 2010.

Since the 1980s, the Alberta-China economic relationship has expanded to include sales of oil and gas equipment and services, information technologies, building products and a number of agricultural commodities and value-added products. Over the last decade, Alberta has been positioning itself in Asia as a secure and abundant source of energy, as well as a destination for investment opportunities in clean coal technology transfer, oil sands and upgraded products. In the last two years Alberta has seen a surge of Chinese investment in the energy sector.

Highlights:

Trade and investment

- The ACO facilitated the New West Partnership (NWP) joint Premiers' mission to Beijing and Shanghai in May 2010. During the mission, Premiers from Alberta, British Columbia, and Saskatchewan promoted trade and investment opportunities between Western Canada and Asia. Premier Stelmach met with the three Chinese national oil companies in Beijing to further strengthen the link between the energy sectors of Alberta and China.
- In September 2010, the ACO assisted with the North Asia, International Relations Division's mission to China, which focused on trade and investment opportunities. The Alberta delegation, along with nine Canadian companies promoted technology and building-related investment opportunities in Alberta and Canada.
- The Minister of Tourism, Parks and Recreation led a delegation to Shanghai, China from June 30th to July 7th, organized by the ACO. The minister discussed issues of direct and chartered flights from China to Alberta with the carriers, and promoted Alberta's advantages in attracting both tourism and business visitors.

Office Established: 2000

Location: Beijing

Staff: 1 GOA and 6 locally hired

China - 2010

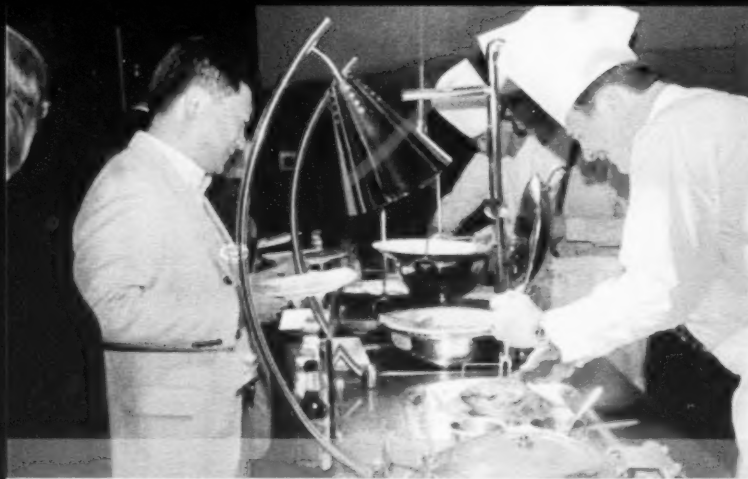
National Population: 1.31 billion

Nominal GDP: US\$ 10.2 trillion

GDP/Capita: US\$ 7,774

Total Alberta Exports: C\$ 2.75 billion

Total Investment in Canada: C\$ 14 billion



- The ACO facilitated an Advanced Education and Technology mission to China in January 2011. As part of the mission, speakers from Alberta presented at the Alberta-Heilongjiang Environmental Technology Forum for Sustainable Water Resource Development in Harbin.

Education

- In March 2011, Advanced Education and Technology took advantage of ACO's expansive local network in China to organize a "Study in Alberta" mission. The Edmonton Public School Board and the Calgary Board of Education immediately recruited students as a result of their participation in the mission.

Testimonials

"The Alberta China Office was very helpful to us in formulating our initial business strategy into China. They were also very helpful with introductions to key strategic business opportunities within China."

Mr. Douglas W.S. Ng
Pan Asia Business Leader, MNP LLP

"David Wong, Jessica Jiang and Jackie Zhu attended and supported the media conference, opening and screenings of the Banff Mountain Film Festival World Tour in Beijing and Shanghai in 2009 and 2010. Arrangements were made for visits to Alberta for my Chinese guests."

Ms. Tina Qian
President, Sinout Lifestyle Company

|| Alberta Germany Office (AGO)

Germany ranks as Alberta's 30th largest export destination. In 2010, Alberta's exports to Germany reached \$69.4 million, with coal and machinery as the top exports. In addition, Germany is Canada's 10th largest source of foreign direct investment (FDI), with over \$10 billion in FDI in 2010. Germany and Alberta also share a strong partnership in education and culture.

The AGO has built relationships with other German-speaking countries such as Austria and Switzerland and other continental European Union-member countries including Belgium, the Czech Republic and Hungary. These relationships enable the AGO to promote investment opportunities in Alberta as well as trade opportunities in the region for Alberta companies. Many of the trade shows the AGO participates in have a broader European and global reach that help Alberta companies make connections with buyers, distributors and strategic partners beyond Germany.

Alberta is twinned with the German state of Saxony.

Highlights:

Trade

- In November 2010, seven Alberta companies participated in Medica, the world's largest medical device trade show in Dusseldorf. Four of the companies exhibited at the trade show. The AGO facilitated a successful networking program to match potential businesses, resulting in 24 business introductions.
- The AGO was instrumental in assisting a group of Alberta pet food companies, industry association executives and government officials with a program focused on Interzoo, a global pet exhibition and conference held in Nuremburg in May 2010.



Investment

- The AGO partnered with the Embassy of Canada in Brussels to make investment outcalls in Belgium. As a result, one Belgium firm is investing in Alberta, a second firm has expanded its initial presence, and two other Belgian firms are considering investment in Alberta.
- In June 2010, the Deputy Premier and Minister of Advanced Education and Technology led a mission to Munich. The AGO supported the mission, which built upon a Memorandum of Understanding (MOU) with the state of Bavaria for cooperation in science, research and education. In support of the MOU, an Alberta company was presented with an innovation voucher for work to be done at the German Aerospace Centre. A Bavarian company has now been awarded with the first Bavarian Innovation Voucher to cooperate with a partner in Alberta.
- The AGO, in partnership with the ministry of Employment and Immigration, conducted information sessions in Dortmund, Nuremberg, Dresden and Erfurt on working, living, studying and immigrating to Alberta.
- The AGO assisted with a delegation from the state of Bavaria, which included political and industry representatives who visited Alberta in March 2011. Numerous business introductions were made, political relationships strengthened and a future workshop on research collaboration is being planned.

Education

- In 2010, the AGO assisted with the launch of an internship abroad program in partnership with the Ministry of Advanced Education and Technology and a consortium of Alberta post-secondary institutions. This program supports students from numerous Alberta educational institutions who apply for internship positions throughout Saxony, Germany. Students work and live in Saxony, and in return 25 students from Saxony may apply for an internship position in research or industry in Alberta.



Office Established: 2002
Location: Munich
Staff: 1 GOA, 1 locally hired
Germany - 2010
National Population: 83 million
Nominal GDP: US\$ 2.93 trillion
GDP/Capita: US\$ 35,325
Total Alberta Exports: C\$ 69.4 million
Total Investment in Canada: C\$ 10.2 billion

Testimonial

"The University of Alberta has built an impactful presence in Germany in general, and in Bavaria in particular. We would not have been able to achieve this without the active, competent, and reliable support we received from the Alberta Germany Office in Munich. 'No mission to Germany without a meeting with the Alberta Germany Office in Munich' – that has been our golden rule."

Ms. Britta Baron
Vice-Provost & Associate
Vice-President International,
University of Alberta

|| Alberta Hong Kong Office (AHKO)

In 2010, Hong Kong was Alberta's 18th largest trading partner with total exports reaching \$136.2 million. Hong Kong is a major financial centre in the region and remains a key entry point, as many Hong Kong importers sell Canadian products into the greater China market. Between 2006 and 2010, Alberta's exports to Hong Kong averaged \$117 million per year and included beef, canola oil, raw hides and skins, electrical machinery and plastic.

Export opportunities for Alberta companies include value-added agrifood products (e.g., canola oil and meat products), education and training services, tourism, information and communication technologies, geomatics, intelligent transport systems, tele-health, life sciences and environmental products and services.

Highlights:

Trade

- In July 2010, the AHKO supported the Alberta Livestock and Meat Agency mission to Hong Kong and Guangzhou. AHKO organized meetings with local meat importers, traders and industry associations. The mission focused on market access and development, and strengthening and building relationships for the Alberta meat industry in the region.
- The AHKO helped organize the Guangxi People's Congress mission to Edmonton in November 2010. Animal husbandry was identified as a key area of focus for cooperation, with a specific focus on improving swine genetics and training opportunities for Alberta institutions.
- The AHKO facilitated the signing of a collaboration agreement that focuses on developing programs in applied research, technology commercialization and market access. A pilot project on e-health delivery has since been established in Alberta using the Hong Kong Applied Science and Technology Research Institute's remote patient monitoring technology.



Office Established: 1980

Location: Hong Kong

Staff: 3 locally hired

Hong Kong - 2010

National Population: 7.12 million

Nominal GDP: US\$ 325.7 billion

GDP/Capita: US\$ 45,947

Total Alberta Exports: C\$ 136.2 million

Total Investment in Canada: Not available

Investment

- In May 2010, the AHKO organized an Edmonton Tourism mission and coordinated meetings for the delegation in Guangzhou, Hong Kong and Macau. As Canada is now an approved destination for Chinese mainland tourists, the mission focused on establishing business networks with local travel agents, tour operators and travel media to support the anticipated flow of Chinese tourists visiting Western Canada.



- In partnership with the Consulate General of Canada in Guangzhou and Canadian provincial offices in China, the AHKO organized Canadian investment promotion seminars in four Guangdong cities.
- In October 2010, the AHKO supported a mission by the Minister of Alberta Advanced Education and Technology to Hong Kong, China and Singapore. The mission focused on strengthening educational and technological relationships in the region.
- AHKO jointly organized the New West Partnership promotion in Changsha, Hunan Province, an emerging market in southern China. Over 300 people participated in seminars establishing business contacts, which will lead to future negotiations for new business ventures.

Education

- The AHKO supported an Alberta Education mission in March 2011. The AHKO organized information sessions for students and parents, participated in the education recruitment fair, and facilitated meetings with education agents. More than 500 prospective students and parents in Hong Kong and southern China attended the sessions, and the Alberta education institutions established partnership agreements with local education agents.

Testimonial

"I would like to say how impressed I was by the support I received from Christopher and Juliana in the Alberta Hong Kong Office. It was a pleasure to work with them. I hope there will be further opportunities to do so. Certainly my understanding of the opportunities in Hong Kong/ Southern China is much greater than it was before my trip."

Dr. Roger Epp

Dean, Augustana Campus, University of Alberta

|| Alberta Japan Office (AJO)

Japan is a key overseas economic partner for Alberta, accounting for 15 per cent of non-U.S. exports. Alberta's multifaceted relationship with Japan includes strong business ties, cultural and sports exchanges and educational initiatives. In addition, several Alberta municipalities are twinned with Japanese counterparts to facilitate collaboration and innovation exchanges. In 2010, the AJO celebrated its 40th anniversary of continuous presence in Japan, and the 30th anniversary of the Alberta – Hokkaido twinning relationship.

Japan is Alberta's third largest trading partner with total exports reaching \$1.5 billion in 2010. Alberta's top exports to Japan include grains, oil seeds, pork, pulp, coal and minerals. Japan is also an important investor in Alberta with longstanding investments in the forest products, oil sands, energy, petrochemicals, food processing and hotel sectors. Japan's foreign direct investment in Canada for 2010 reached over \$15.9 billion.

Highlights:

Trade

- In May 2010, the AJO, in cooperation with the governments of Saskatchewan and British Columbia, assisted a New West Partnership Premiers' mission to Japan. The mission promoted enhanced trade and investment opportunities in natural resources, particularly energy products, and focused on Japan's need for safe, stable and secure sources of food and energy products.
- The AJO supported the Ministry of Agriculture and Rural Development by facilitating a Hokkaido Beekeepers Association delegation to Alberta to develop and sign a Friendship Agreement.



- In coordination with nanoAlberta, the AJO organized booths at Nanotech 2011 in Tokyo, in which 13 Alberta organizations were represented. Alberta was also represented at the Nanotechnology Business Creation Initiative at the Nano-biz-matching seminar, and an AJO-hosted networking reception attracted over 40 key industry executives.

Investment

- In November 2010, the Minister of International and Intergovernmental Relations took part in a mission to Japan to further Alberta's economic and cultural relationships. The AJO coordinated networking sessions for the minister including meetings with several high profile Japanese companies and organizations.
- The AJO assisted a Canadian carbon capture and storage (CCS) delegation to Japan, in collaboration with Alberta Innovates - Energy & Environment Solutions and the Canadian federal government. The AJO, along with the Japan Coal Energy Center and the Embassy of Canada in Japan, also held a CCS seminar in Tokyo, attracting 160 key industry executives.
- Supported by the Alberta Film Commission and in partnership with the provinces of British Columbia, Ontario and the Embassy of Canada, the AJO held a Canada Film Location Seminar and networking reception in Tokyo. The AJO built relationships and made contacts within this business sector to promote future Alberta film opportunities.

Education

- In cooperation with the Embassy of Canada, the AJO supported the Canadian Education Fair in Tokyo. Ten Alberta institutions were represented and presented information on their individual programs. The AJO also organized associated regional outcalls in Okinawa to promote opportunities for studying in Alberta through presentations to students, government and school board officials.



Office Established: 1970
Location: Tokyo
Staff: 1 GOA, 6 locally hired

Japan - 2010

National Population: 126.8 million
Nominal GDP: US\$ 4.3 trillion
GDP/Capita: US\$ 33,905
Total Alberta Exports: C\$ 1.5 billion
Total Investment in Canada: C\$ 15.9 billion

Testimonial

"I would like to express my appreciation to the Alberta Japan Office for their assistance in advancing our Canadian/Alberta honey trade. By identifying suppliers, providing market intelligence on beekeeping practices, abundance of nectar resources and processing methods it was easy for us to verify Alberta as a source of safe and reliable honey."

Mr. Yotaro Suzuki

Foodstuffs Division, Sojitz Foods Corporation

|| Alberta Korea Office (AKO)

South Korea is Alberta's fifth largest export destination with exports reaching \$537.7 million in 2010. Alberta's top exports to Korea include wood pulp, machinery and mineral products, including coal. South Korea is also an important source for investment, ranking as Canada's 14th largest source of foreign direct investment in 2010. Forecasts indicate that Korea's total primary energy consumption will grow at an average rate of 2.1 per cent from 2002-2025, or at nearly twice the rate of developed countries.

Gangwon province became Alberta's first sister province in 1974.

Highlights:

Trade

- In October 2010, the AKO jointly organized the annual Canada-Korea Energy Forum in Calgary. The forum provided an opportunity for promoting trade, investment and research and development collaboration between Korea and Alberta in the energy sectors.
- The AKO supported a delegation from nanoAlberta in its participation at Nano Korea 2010. The AKO facilitated a platform for networking, business introductions and potential partnering of Alberta and Korean companies.

Investment

- The Minister of International and Intergovernmental Relations led a mission to Korea to sign a Memorandum of Understanding with the Ministry of Knowledge Economy of Korea in the area of energy development collaboration.
- The AKO organized the program and events for a delegation from Calgary, led by the Mayor of Calgary and the Calgary Airport Authority, to promote direct flights from Seoul to Calgary. This resulted in expanded air access to Calgary and is vital to Alberta's tourism, investment and international education market share in Korea. The program also promoted Alberta as a location for investment for Korean businesses in advanced industries.



Office Established: 1988

Location: Seoul

Staff: 1.5 locally hired

South Korea - 2010

National Population: 49.6 million

Nominal GDP: US\$ 1.6 trillion

GDP/Capita: US\$ 29,806

Total Alberta Exports: C\$ 537.7 million

Total Investment in Canada: C\$ 2.8 billion



Education

- The AKO, in partnership with Alberta Education, Advanced Education and Technology, and Travel Alberta, participated in an education event organized by the Embassy of Canada in Seoul, targeting Korean students looking for Canadian education opportunities.

Testimonial

"KNOC is grateful to the Alberta Korea Office (AKO) for the support and advice they have provided to our company...specifically, for their support in establishing the Global Technology & Research Center (GTRC) in Calgary – an unprecedented event in our company's history. Future plans for GTRC expansions in Calgary are in place, and we continue to be supported by the AKO."

Mr. Jae-Soo Choi

Vice President, America Business Department,
Korean National Oil Company

|| Alberta Mexico Office (AMO)

Since signing the North American Free Trade Agreement, Mexico has been one of Alberta's fastest growing export markets, and has risen to become the province's fourth largest trading partner with imports from Alberta totalling \$743.8 million in 2010. Alberta's top exports to Mexico include canola seed, beef, oil and gas equipment and plastics.

Strengthening ties with Mexico is a priority for Alberta, particularly in the areas of energy, agriculture, education and information and communication technologies. Alberta has had a highly successful twinning partnership with the Mexican state of Jalisco since 1999. The AMO continues to facilitate the provision of expertise from Alberta Agriculture and Rural Development to Jalisco as they build a value-added food processing centre, similar to the Leduc Food Processing Centre. The AMO also supports Alberta Advanced Education and Technology in their collaborative advanced industries initiatives with Jalisco.

Highlights:

Trade and Investment

- The AMO assisted with the Alberta Cattle Exporters mission to Jalisco and Aguascalientes in May 2010. The delegation was also involved in a seminar organized by the Mexican Angus Association. The seminar increased the knowledge among Mexican decision makers of Canadian cattle, creating industry contacts and strengthening relationships with key industry associations.



- The AMO took an active role in recruiting Pemex and other Mexican companies to participate in the Global Petroleum Show in Calgary.
- As a result of the work of the AMO, Pemex's CEO visited Alberta in March 2011—the first visit since 1999—coinciding with the annual meeting of the Inter-American Development Bank in Calgary. March 2011 also marked one of the largest and most senior level visits by Pemex to Calgary in its history.
- In November 2010, the AMO helped organize a Mexican cattle buyers' mission to Farmfair in Edmonton, which connected Alberta cattle farmers with prospective global buyers. In addition, the AMO facilitated the visit of Mexican cattle buyers from Chihuahua and Tamaulipas states to participate in a buyers' mission to Edmonton in February 2011.

Advocacy

- The AMO was involved with the Alberta Environment Minister's visit to Cancun, Mexico in December 2010 to represent Alberta's interests and priorities for the global greenhouse gas reduction framework at the United Nations' 16th annual Climate Change Conference.

Education

- In February 2011, the AMO supported Alberta Education and Alberta Advanced Education and Technology to organize the Study in Canada Fair. The Alberta schools and universities delegation consisted of 23 individuals representing 14 Alberta institutions.

Office Established: 2002
 Location: Mexico City
 Staff: 1 GOA, 2 locally hired
 Mexico - 2010
 National Population: 112.5 million
 Nominal GDP: US\$ 1.8 trillion
 GDP/Capita: US\$ 16,390
 Total Alberta Exports: C\$ 743.8 million
 Total Investment in Canada: C\$ 197 million



Testimonial

"Working directly with the AMO, we not only gained specific insight about working in Mexico, but also about the market and some of the key individuals with whom we should connect. With the support of the AMO, we were able to organize many introductions and start to build relationships that have already had an immediate and positive impact on upcoming events in Latin America and abroad."

Mr. Ryan Murray
 Events Manager, dmg:: events
 (Canada) Inc.

|| Alberta Shanghai Office (ASO)

The ASO is the newest in Alberta's network of international offices, opening in May 2010. Shanghai is one of the most developed cities in China, with a population of over 19 million.

The ASO is colocated with British Columbia and Saskatchewan as part of the New West Partnership agreement, which outlines a commitment to collaborate on cost-effective international initiatives, including sharing resources in international markets. The cooperative marketing model of the ASO will allow the three western provinces to better position Western Canada as the hub of economic activity for Asian markets. Working together, the provinces will be more effective in advancing joint business interests, exchanging market intelligence and increasing business competitiveness.

Highlights:

Trade

- As part of the New West Partnership initiative, Premier Stelmach, in partnership with the premiers of British Columbia and Saskatchewan, opened the new Shanghai-based Western Canadian Trade and Investment Office (ASO) in May 2010.
- The ASO supported a mission to Shanghai by Alberta Sustainable Resource Development, which identified new potential markets and products in China that would create significant opportunities for Alberta's forest industry. The delegation met with Shanghai-based companies, institutions and industry associations, and resulted in the development of new ideas for forest products and market innovations.



Office Established: 2010

Location: Shanghai

Staff: 1 locally hired

China - 2010

National Population: 1.31 billion

Nominal GDP: US\$ 10.2 trillion

GDP/Capita: US\$ 7,774

Total Alberta Exports: C\$ 2.75 billion

Total Investment in Canada: C\$ 14 billion



Investment

- The ASO presented at the Invest in Canada Business Forum and luncheon in March 2011, organized by the High Tech Association of Canada. The ASO discussed Alberta's investment environment and opportunities in advanced industries including information and communication technologies, environmental solutions, green technologies and nanotechnology. The event showcased core industries and attracted over 60 corporate and government professionals. It resulted in increased exposure and brand awareness for Alberta as an investment destination.
- The ASO supported Alberta Advanced Education and Technology's mission to Shanghai in February 2011. The delegation met with 10 companies and organizations in areas of pharmaceutical, biotechnology, information and communications technologies and nanotechnology, identifying new partnership opportunities to further advance Alberta's innovation sector.

Testimonials

"Pure Technologies has been delighted by the support and advice that the staff of the Alberta Shanghai Office, in particular Nathan Wright, has provided. We look forward to working closely with the ASO in the future and to their continued support in China."

Mr. Jon Boon
General Manager,
Pure Technologies China

"Without the Alberta Shanghai Office – particularly Nathan Wright – Highmark would not have been able to open its Shanghai office. Among other vital assistance, Nathan was very familiar with the corporate background of one of our Chinese partners and unlocked a way forward that worked for both sides."

Mr. Evan Chrapko
President and CEO,
Highmark Renewables
Research

|| Alberta Taiwan Office (ATO)

Taiwan is Alberta's 10th largest export destination with total exports reaching \$183.3 million in 2010. Alberta's top exports to Taiwan include nickel and other base metals, hides and skins, and wood pulp.

The ATO focuses on attracting Taiwanese partnerships and investment in sectors such as agrifood, nanotechnology, biotechnology, telecommunications, environmental products and services, high-tech materials, chemicals and oil sands production.

Highlights:

Trade

- In June 2010, the ATO organized the participation of three Alberta companies at the Alberta Pavilion at Computex Taipei 2010, the world's second largest computer and technology fair. The ATO hosted a networking reception to introduce the Alberta companies to approximately 30 local representatives from the information and communications technology industry in Taiwan. Guests had an opportunity to learn about the Alberta companies and their products and innovations, which generated potential future business contracts.



- In June 2010, the ATO organized two booths at the Taipei International Food Show to showcase products from Alberta, and facilitated introductions for distribution channels in Taiwan for the companies. Many relationships were forged at this five-day event, creating future capacity for partnerships between Alberta and Taiwan companies.

Investment

- The ATO co-organized a Canadian Innovative Medical Health Solutions Seminar with the Canadian Trade Office in Taipei at MEDIPHAR 2010 in November. The event profiled medical device products and attracted over 80 participants. The ATO gave a presentation on Alberta's medical health capabilities and presented Alberta's medical device technologies, innovations and opportunities to the Taiwan market.
- The Banff Mountain Film Festival is featured in several cities in Taiwan, and has a total audience of over 1,000 viewers. The ATO supported the film festival, and created a 40-second video clip to showcase Alberta at the beginning of the movies during the festival, creating a greater awareness of Alberta in the Taiwanese arts and culture community.

Testimonial

"IntelligentNano Inc. is grateful for the help that the Alberta Taiwan Office provided to establish connections with research centers in Taiwan. As a result, this collaboration will lead to new IP, or publications, that will be shared by both sides and potential instrument sales in Taiwan and south Asia."

Dr. James Xing, PhD
President, IntelligentNano Inc.



Office Established: 1988

Location: Taipei

Staff: 2 locally hired

Taiwan - 2010

National Population: 23 million

Nominal GDP: US\$ 896.5 billion

GDP/Capita: US\$ 38,679

Total Alberta Exports: C\$ 183.3 million

Total Investment in Canada: C\$ 110 million

|| Alberta United Kingdom Office (AUKO)

The U.K. is Alberta's 14th largest export destination with exports reaching \$149.6 million in 2010. Alberta's top exports to the U.K. include machinery, cereals, and optical and medical instruments. In addition, the U.K. is Canada's third largest source of foreign direct investment (FDI), with over \$42.2 billion in FDI in 2010.

London is a European centre for finance and investment, and the AUKO plays an important role in ensuring accurate messaging is delivered to key European stakeholders and influencers regarding oil sands development. London is the headquarters for major oil sands investors including BP and Shell.

Highlights:

Trade

- The AUKO provided support to seven Alberta companies at Ecobuild 2011. The AUKO helped Alberta companies promote their products, identify potential business partners and provide opportunities to position Alberta as a centre of excellence in the construction sector.
- In January 2011, the AUKO was involved with a mission to London by the Minister of International and Intergovernmental Relations. The minister delivered a keynote address to the Canada-U.K. Chamber of Commerce and met with several industry and energy representatives from Alberta companies operating in the U.K. The focus of the mission was to promote trade and commerce opportunities between Western Canada and global markets.

Investment

- Throughout the year, the AUKO coordinated mission programming for the Minister of Environment, Minister of Energy and the Lieutenant Governor of Alberta. The delegations focused on promoting investment into Alberta, discussing advocacy issues related to the oil sands and supporting Alberta companies trading in the U.K.



Office Established: 2003
Location: London
Staff: 1 GOA, 2 locally hired
United Kingdom - 2010
National Population: 62.2 million
Nominal GDP: US\$ 2.2 trillion
GDP/Capita: US\$ 34,647
Total Alberta Exports: C\$ 149.6 million
Total Investment in Canada: C\$ 42.2 billion



- The AUKO assisted a delegation to the U.K., which included representatives of the College of Physicians and Surgeons of Alberta and Alberta Rural Physician Action Plan. The mission focused on recruiting doctors for Alberta's rural areas at the BMJ Career Fair, the largest medical recruitment fair in the U.K.
- The AUKO, in partnership with the High Commission of Canada, hosted a seminar on carbon capture and storage with over 70 industry professionals in attendance.

Advocacy

- The AUKO remains very active in the U.K. and with the European Parliament in delivering Alberta's positive message of being a secure, reliable and responsible energy provider.

Testimonials

"The Alberta U.K. Office provided exceptional service and support in the development and delivery of the Alberta Carbon Capture and Storage trade mission to Europe in March 2010. I am convinced that the efforts of the Alberta U.K. Office were the principal reason why the mission went seamlessly and resulted in major reputational and business advantages for Alberta companies such as TransAlta, and for the government itself."

Mr. Donald Wharton
Vice President, Sustainable Development, TransAlta

"Emerge Learning is grateful to the AUKO for the support and advice that its staff have afforded our organization. Specific support at this year's All Energy Show in Aberdeen was unprecedented in our company's history. It supported our business development efforts and provided access to a significant new sector."

Ms. Natalie Macaulay
Partner & U.K. Managing Director, Emmerge Learning Corporation

|| Alberta Washington Office (AWO)

The AWO is the province's primary interface with the U.S. Congress, U.S. Administration and key American decision makers and policy shapers. The AWO represents and promotes Alberta's interests in the U.S., and with the continued scrutiny of oil sands development, it is focused on energy and environmental advocacy and outreach.

Highlights:

Advocacy

- The AWO organized numerous visits to Alberta and the oil sands by key U.S. delegations, including three U.S. Senators, White House officials and staff of the U.S. Department of State.
- AWO cultivated state-level contacts and champions by participating in governmental events around the U.S., such as the Southern Legislative Conference and Council of State Governments-Midwest, as well as by organizing ministerial missions to a variety of states.
- The AWO organized a networking breakfast co-hosted by the Minister of International and Intergovernmental Relations and Canadian Ambassador to the U.S., attracting participation by 10 U.S. governors.
- The AWO arranged meetings and briefing opportunities for Alberta officials, MLAs and Cabinet Ministers, as well as the Premier.



- The AWO secured an opportunity for Alberta's Representative in Washington to testify before the Congressional committee, marking the first time an Alberta official has testified before Congress.
- The AWO took part in an outreach program to U.S. corporations that had either a direct economic interest in energy development in Alberta or were seeking additional information.

Testimonial

"The Alberta Office in Washington, D.C. gives the province of Alberta a major competitive edge in the capital of our largest trading partner and market. The Alberta Washington Office is absolutely vital to Alberta's interests and in our opinion the Alberta government should consider adding resources to its mandate."

Mr. Tim Shipton

President, Alberta Enterprise Group

Office Established: 2004
Location: Washington, D.C.
Staff: 3 GOA, 1 locally hired

United States - 2010

National Population: 310 million
Nominal GDP: US\$ 14.66 trillion
GDP/Capita: US\$ 47,360
Total Alberta Exports: C\$ 67.8 billion
Total Investment in Canada: C\$ 306 billion



Appendix 1: Budget Information

2010-11

ALBERTA'S INTERNATIONAL OFFICES BUDGET VS. ACTUALS COMPARISON (in thousands of dollars)

April 1, 2010 - March 31, 2011

	Budget 2010-11	Actual Expenses 2010-11	Unexpended (Over Expended)	Variance by %
Alberta China Office	729	749	(20)	-2.7%
Alberta Germany Office	623	525	98	15.7% ¹
Alberta Hong Kong Office	335	305	30	8.9% ²
Alberta Japan Office	1,275	1,143	132	10.4% ³
Alberta Korea Office	233	222	10	4.4%
Alberta Mexico Office	579	511	68	11.8% ⁴
Alberta Shanghai Office	250	85	165	66.0% ⁵
Alberta Taiwan Office	243	236	6	2.5%
Alberta U.K. Office	804	628	175	21.8% ³
Alberta Washington Office	875	858	17	1.9%
Total All Offices	5,944	5,262	682	11.5%

¹ Variance is primarily due to deferred costs from Managing Director's relocation.

² Variance is primarily due to the closure of the Alberta International Development Office in the Hong Kong Science and Technology Park.

³ Variance is primarily due to lower than anticipated manpower costs.

⁴ Variance is primarily due to lower than anticipated manpower, supplies and service costs.

⁵ Variance is primarily due to delays in opening the new office.

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